

Comparisons of Job Characteristics

Focus Occupation: Counter and Rental Clerks (41-2021)

Associated Occupation: Demonstrators and Product Promoters (41-9011)

[Compare Knowledge](#)

[Compare Skills](#)

[Compare Abilities](#)

[Compare Detailed Work Activities](#)

[Compare Tools and Technologies](#)

<<	Focus occupation element is much lower
<	Focus occupation element is lower
0	Focus occupation element is at a similar level
>	Focus occupation element is at a higher level
>>	Focus occupation element is at a much higher level

Knowledge

Similarity of Focus Occupation to Associated Occupation: 82

Focus Occupation: Counter and Rental Clerks (41-2021)

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Associated Occupation's Key Knowledge Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Customer and Personal Service	11.3	12.3	12.9	0	Current knowledge level may be sufficient
Sales and Marketing	5.2	11.3	10.3	0	Current knowledge level may be sufficient

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Skills

Similarity of Focus Occupation to Associated Occupation: 84

Focus Occupation: Counter and Rental Clerks (41-2021)

Associated Occupation: Demonstrators and Product Promoters (41-9011)

Associated Occupation's Key Skills Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
Speaking	10.8	11.9	9.5	<	A higher skill level may be required
Persuasion	7.4	11.4	7.3	<<	Extensive development of skills in this area may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Abilities

Similarity of Focus Occupation to Associated Occupation: 88

Focus Occupation: Counter and Rental Clerks (41-2021)

Associated Occupation: Demonstrators and Product Promoters (41-9011)

Associated Occupation's Key Abilities Elements	Average Rating, All Occupations	Associated Occupation's Rating	Focus Occupation's Rating	Evaluation of Focus Occupation	
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Speech Clarity	10.2	12.5	9.8	<	Some improvement in abilities may be required
Speech Recognition	9.9	11.8	10.6	<	Some improvement in abilities may be required
Far Vision	7.8	9.5	6.2	<<	Extensive improvement in abilities may be required
Time Sharing	6.6	8.1	5.6	<<	Extensive improvement in abilities may be required
Auditory Attention	5.9	7.7	5.0	<<	Extensive improvement in abilities may be required
Memorization	5.6	6.8	5.4	<	Some improvement in abilities may be required

The maximum possible rating is 25.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Activities that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: 76

Focus Occupation: Counter and Rental Clerks (41-2021)

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Work Activities	Exclusivity of Activity
Advise clients or customers	19
Answer customer or public inquiries	41
Arrange merchandise display	76
Collect deposit or payment	78
Demonstrate goods or services	76
Maintain records, reports, or files	5
Provide customer service	14
Use computers to enter, access or retrieve data	3

Not all positions in these occupations will necessarily perform all of the listed activities. The exclusivity rating is an indication of how unique the activity is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations engage in that activity.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.

Tools and Technologies that Both Occupations Have in Common

Similarity of Focus
Occupation to Associated
Occupation: 63

Focus Occupation: Counter and Rental Clerks (41-2021)

Associated Occupation: Demonstrators and Product Promoters (41-9011)

Tools and Technologies	Exclusivity
Calculating machines and accessories	3
Cameras	2
Computer data input devices	2
Computers	1
Content authoring and editing software	1

Not all positions in these occupations will necessarily use all of the listed tools and technologies. The exclusivity rating is an indication of how unique the tool or technology is amongst all occupations. The maximum rating is 100. High scores indicate that only a small number of occupations use that tool or technology.

Source: Alaska Department of Labor and Workforce Development, Research and Analysis Section analysis of O*NET (Occupation Information Network) data.